

A Cooperative Evolution

Sunkist Competes in the Global Market



Global Sourcing

- It's logical
- It's controversial
- It's inevitable



It's the future

- Consumers want it
- Retailers demand it
- U.S. policies promote it
- Competition drives it



Consumers want it

- 600 produce items
- Its all in season all the time



Retailers demand it

- It's a small world
- A category manager's world



U.S. policies promote it

- Trade instead of aid
- Free Trade Agreements
- Unintended consequences

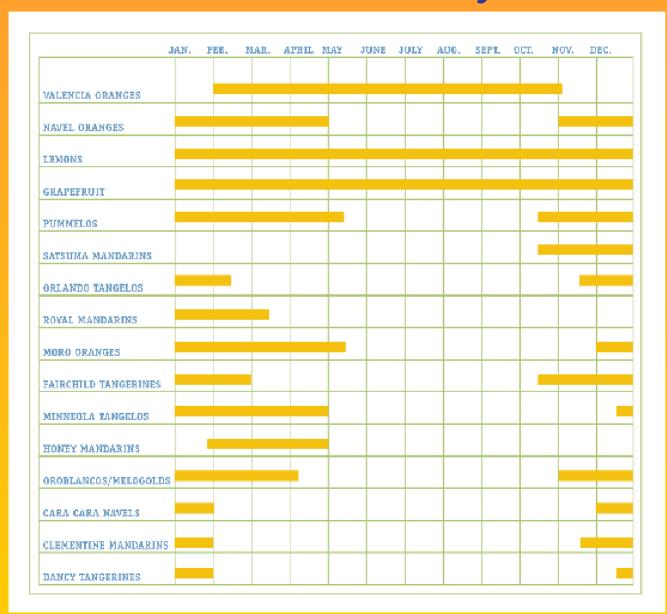


Competition drives it

- High quality low cost
- Balance of trade
- The limits of seasonality



Seasonality





Global Sourcing



Texas Grapefruit



Spanish Clementine's



Chilean Lemons



Some Of Sunkist's Major Customers















New & Exciting Varieties



Cara Cara Navels



Pummelo's



Clementine's



Packaging











